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1923

THE PICK O' THE DAHLIAS AND GLADIOLI



J.L. CALLAGHAN
3408 WEBSTER STREET
OAKLAND CALIFORNIA

In presenting to you my 1926 Catalogue, I have listed only such varieties as I know from personal observation and tests to be worthy of a place in your garden.

Each year I test out many new creations, discarding all that are not up to the standard established by me to have a place in my catalogue.

THE PICK O' THE DAHLIAS

The descriptions are as accurate as is possible to describe a Dahlia, but some allowance must be made for climatic conditions and situation.

As to stock: I know of very few growers who harvest their tubers as I do, and only a few situations where climatic conditions will allow this method. My Dahlias are not lifted until February (think of it), allowing the tuber to come to full maturity, not as to size, but in substance. A tuber full of life and energy, ready to give forth its best the first season. A comparison will prove my assertion.

As to prices: They are as low as first-class stock can be sold for to allow a legitimate profit to the grower. Why try to save a few cents, to be disappointed after you have nourished a plant for several months from some half-dead or shriveled-up tuber? Satisfied customers from all parts of the world write me year after year of the wonderful results of my stock.

I exercise every care to ship only first-class stock, but give no warrant, expressed or implied, and will not be responsible for the results of planting.

I will gladly make replacement or refund purchase price of any bulb or tuber that does not prove true to name or does not arrive in growing condition.

TERMS: Cash with order. All orders prepaid, and filled in proper time for planting.

I do not substitute unless directed to do so. If a mistake should happen—and I am only human—tell me, not your neighbor. I'll appreciate it.

To those that are unacquainted with the different classes and varieties of Dahlias, I would suggest that you leave the selection to me. Send the amount of money you wish to expend and, in appreciation of your confidence, I will treat you liberally as to quantity and quality.

Please write your *name* and *address* plainly.

J. L. CALLAGHAN

3408 Webster Street

Oakland, California

I would appreciate the names and addresses of your friends interested in Dahlias and Gladiolus.

THE PICK O' THE DAHLIAS

- AL KORAN** (California Decorative)—Yellow suffused with golden rod and amber. The petals of this flower have the marcelle wave, which makes it very attractive.....**\$3.00**
- ALBERT WARD** (Peo.)—An exceptionally large peony flower, well formed and a free bloomer. Good stems. Color a beautiful shade of light rosolane purple at tips of petals shading darker at base.....**\$1.50**
- AMBASSADOR** (American Cactus)—Soft yellow buff, shaded salmon pink. The flowers are pleasing form and of enormous size. These splendid flowers are held erect on strong stems above the foliage, are excellent keepers for exhibition or cut flowers. Stock limited**\$7.50**
- AMBER GLOW** (Cactus)—Huge blooms with long, straight and narrow petals. Color: Bright yellow, deepening to pale orange at the center. Excellent for exhibiting and beautiful for cutting.....**\$1.50**
- AMUN RA** (California Decorative)—Is a glorious contribution to the color scheme of the dahlia kingdom. It is a decorative of great size, in richest shades of coppery bronze. The stems are long and stiff, and the flower keeps splendidly. Each....**\$1.50**
- ANNA MAIER** (California Decorative)—A huge decorative of a most peculiar coloring, a pinkish red, varying to soft yellowish red towards the center. Blooms well above the foliage on long wiry stems. Each.....**\$1.00**
- ARTHUR TWITCHETT** (California Cactus)—Classed by originator as American Cactus. This variety is a very strong grower, the flowers are large with petals incurving, color white, delicately shaded with pale pink, stems erect. Each.....**\$1.50**
- AZALEA** (California Decorative)—Large, unusually attractive bloom formed of many rows of long, narrow petals, giving it an uncommon shape. The color is creamy yellow, with the outer row of petals tinged pink. Good stems.....**75c**
- BASHFUL GIANT** (Decorative)—The gigantic blooms are excellent for exhibition where size is one of the requisites; it is also a great merit for its beautiful color, being an apricot with golden shadings. Should be in every exhibition collection.....**\$2.00**
- BALLET GIRL** (California Cactus)—This is one of the most striking Dahlias in our gardens. Some of the flowers are orange edged white, others are pure orange, and still others a variation of white and orange all on the same bush. A splendid cut flower, and there is no better for exhibition. Each.....**\$1.50**
- BETTY BIRD** (California Hybrid Show)—Received the Gold Medal for the best three-year-old seedling at the Dahlia Society's exhibition at the Palace Hotel, 1918. A lovely soft pink, dwarf habit, very productive. Stock limited. Each.....**\$5.00**
- BILLIONAIRE** (Peony)—This monster Peony is one of the largest of its type we have ever grown. The color is a beautiful shade of golden orange. Each.....**\$1.00**
- CALIFORNIA SUPERBA** (California Decorative)—An immense bloom of a delicate shade of pink, without any blue, shading gradually into a white center. The stem is strong, holding the extremely large flower high above the beautiful foliage....**\$3.50**
- CARMELLO**. (See illustration on page 3.)
- CALIFORNIA ENCHANTRESS** (California Hybrid Cactus)—A large bloom of good substance. A beautiful shade of pink. Good stem. Each.....**\$1.00**
- CHAMPAGNE** (California Decorative)—One of the best of recent introductions. The flowers are immense and the color is a beautiful shade of golden champagne, with chamois shadings. A wonderful free-bloomer. Good for both exhibition and cutting**\$3.50**
- CIGARETTE** (California Hybrid Cactus)—With us a perfect decorative. Base of petals orange red with white tips, being a fancy colored variety. Some flowers come red on some bushes. A wonderfully striking and popular Dahlia in our gardens.....**\$3.50**

THE PICK O' THE DAHLIAS

- CITY OF PORTLAND** (Oregon Peony)—Color a clear, deep, rich yellow. The plants are strong and vigorous and produce their flowers with unusual freedom. Each...\$1.00
- CLAREMONT** (California Hybrid Cactus)—Pale salmon-pink, shaded yellow. A beautiful flower, with curly petals, on a very good stem. Each.....\$2.00
- COPPER** (California Decorative)—Odd colorings, being copper shading to bronze. Tall growing, free bloomer, good stem. Each.....50c
- CREAM KING** (English Peony)—An immense flower on long, strong stems. Color is a deep cream. One of the most satisfactory. Each.....50c
- CURLEW** (English Cactus)—Old rose color, massive, full flowers, very long florets incurving right over center, splendid size and shape. Each.....50c
- DADDY BUTLER** (California Hybrid Cactus)—A Dahlia of most perfect hybrid type, as the heavy petals roll closely. Color is a beautiful carmine rose. Flower is very large, with first-class stem.....\$2.50
- DR. HARRY TEVIS** (California Decorative)—A decorative of enormous size, the immense flowers being held erect on fine, long, vigorous stems. In color, a shade of soft salmon rose, suffused with old gold, shading to a golden apricot center. A famous prize winner. No garden complete without it. Each.....75c
- EARLE WILLIAMS** (California Decorative)—This is a most unique and attractive Dahlia. The two colors of brilliant crimson and white are well distributed. The blooms are extra large and are of true decorative type. The stems are perfectly straight. An extremely popular Dahlia. Each.....\$2.00
- EDITH CAVELL** (English Peony)—An enormous flower on a very long stem. Habit of growth quite erect. Color is old gold, shaded reddish bronze. Think this is the best English Peony of the year. Each.....\$1.00
- EL DORADO** (California Decorative)—This richly colored novelty of Bessie Boston's is an immense blossom of vivid gold, deepening in the center. A color much in demand. This exceptionally fine Dahlia, of great substance, stands well out of the foliage, on strong, erect stems, making it an excellent cut flower, as well as exhibition variety. Stock limited. Each.....\$7.50
- ELIZABETH BOSTON**—The best and largest Peony of its coloring. Enormous blooms of deep crimson, shading to old gold at the tips. The center is surrounded with tiny, curling petals. Stems are exceedingly long and cane-like. Tall growing and very floriferous. We use this Dahlia extensively in our decorations, owing to its deep, rich tones. Each.....\$2.50
- ELSIE DANIELS** (H. C.) (Meachen & Sherman)—A new introduction for 1926. Received a certificate of merit. The color of this wonderful Dahlia is a pale violet orchid shade on the outer petals, which are long and shaggy, the center ones are white, making a most wonderful combination of colors. The habits of the plant are all that could be desired. It grows about four feet tall, and the stems are strong enough to hold extra large flowers erect above the foliage. Stock limited. Each...\$5.00
- ELSIE OLIVER** (Hybrid Cactus)—A blossom everybody is crazy over, as the coloring is absolutely new and irresistible. A huge deep bloom of regular quilled petals of cream shading into pink. Each.....\$2.50
- FUTURITY** (English Decorative)—One of the best. Large flowers on long, erect stems and freely produced. Color is pink, shaded with yellow. Each.....\$1.00
- F. W. FELLOWS** (English Cactus)—This beautiful orange cactus is one of the best grown. Very large blooms, deep, perfect form for exhibiting. Its color is most attractive. One of the best for cut flowers. Each.....75c



CARMELLO

Decorative — Hybrid Cactus

Another Californian to take its place amongst the best of our western creations.

Received Certificate of Merit at Trial Gardens of the Dahlia Society of California at Berkeley in 1925, and much admired at both Oakland and San Francisco Dahlia Shows. (Was not entered in competition.)

First blooms are a perfect Decorative, but later the petals twist to a magnificent Hybrid Cactus and hold a full center until the end of the season. While the flowers are large, they are very artistic. The color is a beautiful amaranth pink, and the extra large flowers of great depth on stout cane-like stems grow well above the foliage. A profuse bloomer and a wonderful keeper as a cut flower.

The pictures on the front and back pages of this catalogue give you other views of this magnificent flower. Each.....\$5.00

THE PICK O' THE DAHLIAS

- GENERAL McRAE** (Dec.)—The face of the petals is apricot buff, suffused with gold and the reverse light coral red, making a beautiful combination. The flowers are very large and perfectly formed, and are held erect on extra strong, stiff, dark-colored stems. Stock limited. Each.....\$7.50
- GEORGE WALTERS** (California Decorative)—One of the very largest Dahlias, on long, strong stems. Color is salmon with a golden sheen. Each.....50c
- GORGECUS** (California Peony)—This Dahlia named itself. It is gorgeous. The flowers are immense to the end of the season. The color yellow and bright scarlet. Stems exceedingly long and stiff. Wonderfully fine for garden, cutting and exhibition. Each.....\$2.00
- GOLDEN WEST** (California Hybrid Cactus)—A wonderful California Dahlia, free blooming on strong stem. Color a golden yellow. Each.....50c
- GLORIANA** (California Decorative)—A pure old gold heightened by a slight reddish glow in the center. Exceedingly long stems, and blooms freely all season. Fine formation and good for exhibiting. This Dahlia was prominently featured at the New York show. Each.....\$1.00
- HARRY DAVIDSON** (Decorative)—A novelty of an entire new color. A rich mulberry, tipped gold, shading to a golden yellow at center. Each.....\$1.00
- INSULINDE** (Holland Decorative)—Colossal flowers of a rich golden orange color. Form of flower everything which could be desired. Admirable for cutting and exhibition. One of the very finest sorts yet produced. Each.....\$1.50
- JOHN LEWIS CHILDS** (California Decorative)—The very best fancy of any type. Yellow, suffused, splashed and striped with brilliant scarlet, and generally tipped with white. The bloom is immense in size, profuse in number, and no Dahlias last so well as a cut flower. Each.....\$1.50
- JOHN RIDING** (Cactus)—Very large, claw shaped, red, perfectly rigid stems. Each.....50c
- JUDGE MAREAN** (Decorative)—In this large Dahlia there is a riot of blending color, ever changing as the flower ages. There is a glowing salmon pink, iridescent orange, yellow and pure gold, and the shades all blend most beautifully. The large, fine flower stands on a long, straight, strong stem facing the garden boldly. Each.....\$1.50
- JUDGE ALTON B. PARKER** (Decorative)—This is a wonderful exhibition variety; of true form. Very large flowers grow freely on strong, erect stems. The color is magnificent, and can only be described as golden buff. Each.....\$5.00
- J. W. DAVIES** (California Decorative)—A beautiful big Dahlia, shading from deep velvety cerise in center to a lighter cerise at the edges. The stems are perfect. The blossoms keep their size and form till the end of the season, and last well when cut. Splendid for exhibition. Each.....\$3.00
- KALIF** (Hybrid Cactus)—A wonderful and beautiful flower of pure scarlet, carried on a very long and strong stem. Remarkably free bloomer, and particularly good as a cut for exhibition and cutting. Each.....50c
- KITTY DUNLAP** (California Decorative)—A very free blooming, fine form Dahlia of American Beauty rose. The stems are long and stiff. We recommend this Dahlia highly for exhibition and cutting. Each.....\$2.50
- KING OF AUTUMN** (Decorative)—This beautiful Dahlia is well named, and is indeed a king among Autumn flowers. It has every good feature, fine coloring, fine stem, fine form, good size, and excellent keeping qualities. Each.....75c
- KING ALBERT** (Decorative)—A Holland variety. A very deep purple, on cane-like stems. A very attractive flower for garden or exhibition. Each.....\$1.00



PAUL MICHAEL

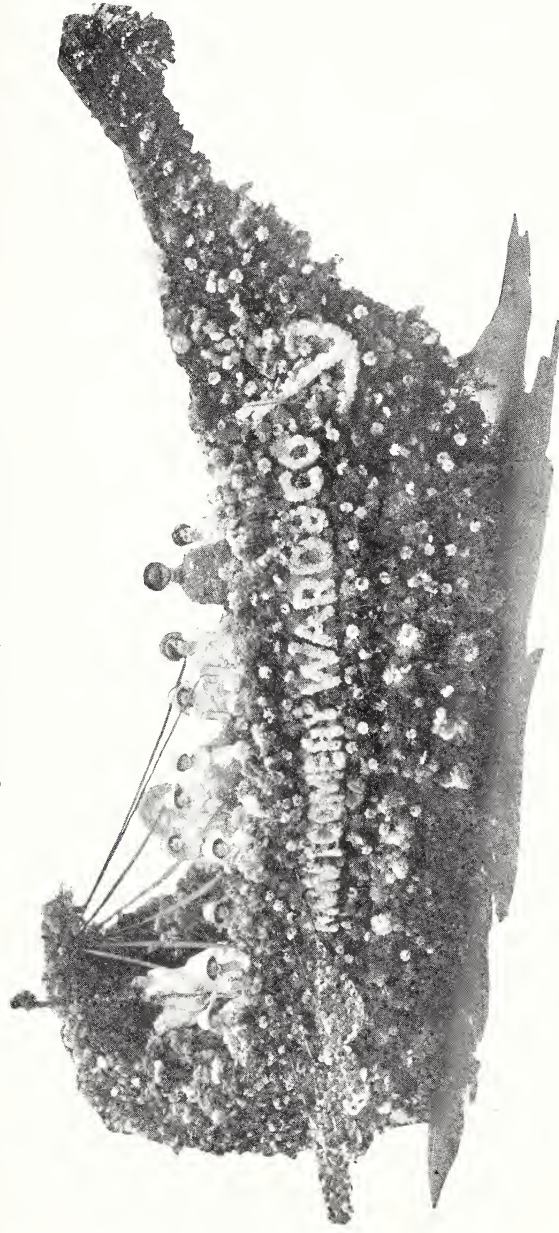
California Decorative

Deep orange buff, shading to old rose on reverse of petals. One of the largest Dahlias to date. Won first prize as the largest flower in both the Oakland and San Francisco shows and the highest award of merit at the trial gardens of the California Dahlia Society. Each.....\$1.00

THE PICK O' THE DAHLIAS

- LA FAVORITA** (California Hybrid Cactus)—A splendid new hybrid cactus variety, unexcelled in form, type, growing and flowering qualities; distinct in color, which is a beautiful brilliant salmon, shading from a dark reddish salmon in the center to salmon pink at the twisted points. Form perfect, showing a full center, even late in the season. Each bloom carried on a strong stem. Each.....**75c**
- LE GRAND LILAS** (Peony)—Lavender shading to royal purple. Very large flower and excellent stem. Each.....**\$1.00**
- LEONEDE** (Staats) (Dec. Peo.)—The first blooms are true decorative, but later take on the Peony form. Very large, free flowering variety. Color same as Russel rose, but clearer. A beauty. Each.....**\$5.00**
- MABEL B. TAFT** (California Decorative)—Yellow, suffused with pinkish apricot, lighter in the center and shading deeper towards the outer petals. The flowers are composed of small, peculiarly shaped petals which give it a refined appearance. An unusually free bloomer. Stems are perfect. This Dahlia has a wonderful record as a prize winner. Each.....**75c**
- MAGENTA QUEEN** (Staats) (California Decorative)—As the name implies, a beautiful magenta. Fine, large, full blooms with straight stems. Each.....**\$5.00**
- MARIPOSA** (California Cactus)—A delightful shade of violet pink which is intensified by a violet suffusion deepening in the center. The veining of the petals heightens the beauty and increases the novelty of the coloring. This beautiful bloom of great depth and substance, having an extra long, stiff stem, is one of the best for exhibiting and for cutting. Stock limited. Each.....**\$3.50**
- MARY PURRIER** (Cactus)—Large crimson scarlet flowers, stiff stems. One of the very best cactus raised. The flowers are of beautiful artistic formation and produced in great profusion all the season. Each.....**50c**
- MATADOR** (Hybrid Cactus)—Large and very graceful; beautiful old rose in color; stems long and strong. Fine exhibition flower. Each.....**\$1.00**
- MEYERBEER** (Peony)—One of the largest flowers in commerce. Color is a dark cardinal with purplish center. Long, strong stems. This variety always attracts great attention from Dahlia lovers. Each.....**50c**
- MIGNON** (Peony)—Narrow, pointed petals, on the Hybrid Cactus order. Color lilac or mauve, changing to creamy white center. The blooms are very large and a pleasure to grow because of the fine stem, the mass of blooms produced and keeping qualities. Each.....**50c**
- MILLIONAIRE** (Decorative)—A most delicate lavender with a faint pink overshadowing it. The mammoth flower, of unusual depth, is held erect on good stem, and is a good keeper. Each.....**\$1.00**
- MISS WORN**—A decorative that is equally good when grown in a cool or warm climate. Its chief characteristic is a long, stiff stem which grows out of the foliage. A wonderful color of a coppery old rose. Flower is large, and it blooms freely. Each**\$3.50**
- MRS. ELEANOR MARTIN**—A new mulberry combination, old rose with a violet reverse and a suffusion of gold. Immense blooms with perfect stems. Stock limited. Each**\$5.00**
- MRS. I. DE VER WARNER** (Decorative)—A very large blossom of soft orchid coloring seldom seen in a Dahlia. A refined, lovely deep mauve pink, beautifully formed. This fine Dahlia, with its long, stiff stems, is a prolific bloomer and a wonderful cut flower. Each**\$1.00**

Floral Float of
MONTGOMERY, WARD & CO.
OAKLAND, CALIFORNIA



*Winner of First Prize for the Most Beautiful and Artistic Float in
FLORAL PARADE at OAKLAND, CALIFORNIA, AUGUST 30, 1925*
The picture gives but a slight conception of the beauty of this entry
and is only shown to give another idea of the

DAHLIA FOR DECORATIVE PURPOSES

Dahlias were the only flowers used on this Float, and several thousand
blossoms were furnished from the garden of J. L. CALLAGHAN.

THE PICK O' THE DAHLIAS

- MRS. CARL SALBACH** (California Decorative)—American Dahlia Society's Certificate of Merit, 1919. Immense lavender pink blooms on especially long, strong stems. A perfect exhibition, as well as cut flower. Each.....\$1.00
- MRS. EDNA SPENCER** (California Hybrid Cactus)—A novelty of a delicate and exquisite shade of lavender or orchid pink. In much demand, as it is a lasting cut flower. Each.....\$1.00
- MRS. R. R. STRANGE** (California Decorative)—Burnished copper with faint shading of old rose and old gold. Large blooms. Each.....\$1.00
- MRS. ETHEL T. F. SMITH** (H. C.)—This is one of the largest hybrid cactus grown. It is often grown ten inches. It has long, straight stems, and is one of the best bloomers. Color is a beautiful creamy white, shading to lemon white in the center. This is a great exhibition flower. Stock limited. Each.....\$1.50
- MRS. JACK GREEN** (California Peony)—A very large and full flower on a strong stem. Color a beautiful shade of rich scarlet. A California Dahlia that the originator may well be proud of. Each.....\$1.00
- MRS. JESSIE L. SEAL** (California Peony)—The very large flowers are a magnificent old rose color, and are held high above the foliage on fine stems. An excellent cut flower. A profuse bloomer. Each.....\$1.00
- MRS. RICHARD LOHRMANN** (California Hybrid Cactus)—A pure golden yellow Hybrid Cactus Dahlia of immense size, broad, curly petals; flowers high above the foliage, on long, upright stems. Excellent cut flower, and very floriferous. Each.....\$1.00
- MRS. W. E. ESTES** (California Hybrid Decorative)—A very fine new snow-white Dahlia of much merit. Broad and long pointed petals, forming a flower of great size. Each.....\$1.00
- NOBILIS** (California Decorative)—A wonderfully beautiful flower, one of California's best. Color bright scarlet, edged and tipped white. Strong, upright stems. Free bloomer. Each.....\$1.50
- PAUL MICHAEL.** (See illustration on page 5.)
- PEARL RUGGLES** (California Peony)—A gem from the Santa Cruz Mountains. Color is carmine rose, shading to light pink at outer edges of petals. A wonderful flower, carried well above foliage on strong stems. Each.....\$1.50
- PRIDE OF CALIFORNIA** (California Decorative)—A large, red decorative that cannot be beaten. Very large flowers held on extra good stems; very prolific and an exceptionally good keeper. Fine for garden and exhibition. The American Beauty amongst dahlias. Each.....\$1.00
- PRINCESS PAT** (California Decorative)—A magnificent decorative of a glorious shade of old rose. Very large flowers, growing well above the foliage on long, stiff stems. A beautiful Dahlia for exhibition, and good keeping qualities as a cut flower. This lovely California Dahlia has been successful wherever grown. A prize winner. Each.....\$1.00
- ROBERT H. SHERMAN** (Dec.)—A very large, beautifully formed flower with very straight, stiff stems. Color is pale orange yellow tipped with apricot. Reverse side of petals spinel pink beautifully veined and shaded. The whole overlaid with golden bronze. A prolific bloomer and wonderful flower. Awarded the certificate of merit at the show. Stock limited. Each.....\$5.00
- RICHMOND** (California Decorative)—A big, crimson bloom whose broad, flat petals have an uncommon velvety surface. Stems long and stiff, blooms freely, and is an excellent bright red for cutting. Each.....\$1.00

THE PICK O' THE DAHLIAS

- ROOKWOOD** (California Decorative)—An entirely new shade of pink, which is more like the Russell rose than any other flower. It is a pure bright cerise rose. Large flowers with excellent stems. Low bushes producing masses of flowers all season. A continuous prize winner. Stock limited. Each.....\$4.00
- RUTH C. GLEADELL**—The wonderful "California Sunburst Dahlia" is of enormous size, and in color a soft yellow shading to an apricot bronze on the outer petals. The immense flower is held erect on a strong stem far above the foliage, and as a cut flower it lasts for days. Each.....50c
- SAN FRANCISCO** (California Hybrid Cactus)—Immense flowers of a reddish bronze, petals broad and twisted, carried on upright rigid stems high above the foliage. Awarded a Silver Medal at the Panama-Pacific International Exposition. Each..75c
- SENIORITA** (California Decorative)—This is a decorative of great size. A rich velvet crimson, with every flower carried perfectly erect on a giant stem, and if grown for exhibition is tip-top for vases. Each.....\$2.00
- SEQUOIA GIGANTEA** (California Decorative)—An immense buttercup yellow blossom, held high on an extra stout stem above a tall-growing plant. Excellent for exhibition and cutting. Each.....\$1.00
- SHADOW'S LAVENDER** (California Decorative)—Very large, silvery lavender, shading to white. The stems are perfect and hold the blooms high above the plant. The lavender becomes deeper late in the season. Excellent as a cut flower. Each.....\$3.00
- ST. FRANCIS** (California Decorative)—A beautiful novelty of a soft cream color, brightened with a pinkish glow on the outer petals. This beautiful flower, of great size, has a long, rigid stem, and blends well with all the Autumn-tinted Dahlias. Delightful in the garden because of its beautiful coloring and profusion of bloom. Stock limited. Each.....\$3.50
- SUFFRAGETTE** (California Decorative)—A bright canary yellow which at all times will have center petals evenly tipped white. A well-formed regular bloom, and a good cut flower. Each.....\$2.00
- SUSAN G. TEVIS** (California Decorative)—This fine novelty is a rich lilac—a new color—which deepens at the perfect center. The blossoms are held upright on long, stout stems. An ornament in the garden, and an excellent exhibition and cut flower. Among the first to bloom, and producing good specimen blossoms to the end of the season. Stock limited. Each.....\$5.00
- THE GRIZZLY** (California Decorative)—One of the very best novelties. A great dark, velvety maroon beauty. Flowers of immense size are held high above the fine foliage on extra strong stems. This is a wonderful prize-winning Dahlia. Each..\$1.00
- THE WIZARD OF OZ**—The color of this veritable giant of a Dahlia is a rare shade of glowing amber pink or soft salmon shades. The immense blossom is held above the foliage with a fine, upright stem. In some localities it has a slight tendency towards the cactus type. Stock limited. Each.....\$5.00
- TOM LUNDY** (California Hybrid Cactus)—A huge crimson carmine beauty of full formation on erect stems. Very satisfactory. Each.....50c
- UNCLE SAM** (Peony)—Color, orange buff at base of petals shading to bittersweet pink at tips. All overlaid with a beautiful golden sheen. Center petals mustard yellow streaked with deep rose pink and beautifully curled and twisted. Reverse side of petals shaded spinel red. This flower is really impossible to describe. It is immense in size, measuring 8 to 10 inches without disbudding, and is held erect above the foliage on stiff stems from 2 to 4 feet long. Every lover of the Dahlia should have one. Stock limited. Each.....\$3.00

THE PICK O' THE DAHLIAS

- VAN DYKE** (English Peony)—Probably the most popular of all Peony Dahlias. Flower is very large on a long, strong stem. Color is salmon-shaded heliotrope. Petals are most artistically arranged, and it always pleases. Each.....**75c**
- VELVET** (California Hybrid Cactus)—The darkest velvety red Dahlia in existence. The petals are long, narrow, rolled and twisted, showing old rose reverse at tips. So full that it recurves. Each.....**\$5.00**
- VIVIAN C. BUTLER**—An extremely dark red Dahlia. These good-sized blooms, of rich velvety deep color, are excellent cut flowers, having fine, long, stiff stems. A wonderful color in the garden, as its rich velvety tones enhance the beauty of the surrounding Dahlias. Each.....**\$1.00**
- WODAN** (Hybrid Cactus)—Immense flower on a good stem. Color is salmon rose. A very satisfactory Dahlia. Quite one of the best. Each.....**50c**
- M. H. DE YOUNG**—A splendid big flower of pure gold. Stem long and stiff. This variety excellent for cutting and beautiful for exhibition. Stock limited. Each..**\$7.50**

Dahlia Seed

I make a specialty of Dahlia Seed, gathered from a selected collection of the world's best Dahlias, planted separate and apart from my general display for seed purposes.

Our long growing season and rainless summers make it possible to fully mature and ripen even our full decorative varieties on the bush, something extremely difficult in sections where it is raining during the time seed should set.

While I have doubled my planting each year, I have never been able to fill fifty per cent of the orders received, and would advise early ordering if you wish any. Seed per package..... 100 seed, **\$1.00** 500 seed, **\$4.50** 1000 seed, **\$7.50**

If you are a grower or lover of the Dahlia, Gladiolus, Peony, Iris and Rose, you cannot afford to be without "**The Flower Grower**," published monthly by Madison Cooper, Calcium, New York. It is the leading floral magazine, and is full of information.

Pom Pom Dahlias

This collection consists of the best from England. Each variety is perfect in form and size for exhibition purposes. For cut flowers they will last five days in the home.

ADELAIDE—Blush, edged with lavender.....	35c
AMBER QUEEN—Deep amber	35c
BLUSH GEM—Pale pink, edged cerise.....	35c
BOBBY—Plum	35c
CHEERFULNESS—Old gold, tips crimson.....	35c
DAISY—Amber shading to apricot.....	50c
DOUGLAS TUCKER—Golden yellow, crimson center.....	50c
EDITH BRYANT—Yellow with bronze tips.....	50c
EILLEN—White, lavender tips.....	50c
EMILY HOOPER—A clear yellow; fine for decorative purposes.....	50c
EUREKA—Bronze, shading to yellow.....	50c
FAIRY QUEEN—A pretty Pom, sulphur yellow, edged pink.....	35c
GIRLIE—Pinkish mauve	35c
GLOW—Coral; one of the best for exhibition.....	50c
GRETCHEN HEINE—Blush white, with light rose tips.....	35c
GUIDING STAR—White, quilled petals	25c
IDEAL—Yellow	50c
JESSICA—Golden yellow, purple edged and tipped.....	35c
JOE FETTE—The smallest and graceful white; an ideal Pom.....	50c
JOHNNY—Deep crimson maroon	35c
KITTY BARRETT—Golden yellow, purple edged.....	50c
LASSIE—Yellow base, rose tips.....	35c
LITTLE BEESWING—Red, shading to yellow; fine form.....	50c
LITTLE BUGLER—Purple	50c
LITTLE DEAR—Old rose, shading to salmon; a California novelty.....	50c
LITTLE DONALD—Garnet; one of the best.....	50c

AND MANY OTHERS

A Dozen of the Best (my selection), \$3.50

BEGINNERS' COLLECTION

This year, to encourage a larger planting of Dahlias, and to those that are unacquainted with this magnificent flower and do not wish to expend any great sum on a trial, I make this unusual offer.

I will send prepaid Ten Dahlias of my own selection (not labeled) for Three Dollars. Just imagine the pleasure at blooming time trying to identify them from my descriptive catalogue. There will only be a limited number of these collections sold. First come, first served.

ADVANCED COLLECTION

To those who are now growing Dahlias and wish only named varieties I make this liberal offer. Ten tubers (my own selection) prepaid and all labeled for Five Dollars. A glance at my catalogue prices, even if I sent you all low-priced ones, which I will not, will convince you that this is an excellent buy.

GOLD MEDAL COLLECTION



These eight beautiful Dahlias, a part of the collection awarded the Gold Medal at the Alameda County Floral Society Dahlia Show: Al Koran, Amun Ra, California Superba, Champagne, J. M. Davies, Kitty Dunlap and Shudow's Lavender, catalogued at \$21.00, will be sent you prepaid for **\$17.50.**

Gladiolus

The stately habits and rich glowing colors of the modern Gladiolus, together with their excellent keeping qualities, render them exceedingly valuable for the garden and for house decorations.

Perhaps no other flower has been improved so much as the Gladiolus. From rather ordinary kinds of small size and little character there have been produced wonderful new varieties, many of which rival orchids in beauty.

The Gladiolus will thrive in almost any climate and any kind of soil. It is singularly free from disease and insect pests and is very easily grown.

ALICE TIPLADY—Most attractive large Primulinus species of a rich salmon orange, with soft geranium tongue. The growth is rather low and the flower stalks are very graceful. Splendid for table decorations.....**10c each; \$1.00 doz.**

ANNA EBERIUS—This variety has created a sensation everywhere, with growers and amateurs alike. It will be one of the most grown varieties in the next few years; its coloring, growth and propagating is unexcelled. Dark velvety purple; throat deeper shade; flowers of large size, spikes 3 to 4 feet high; fine, long, well-set spikes.
.....**15c each; \$1.50 doz.**

ALTAIR—Extra tall, of finest salmon saffron. A grand color.....**10c each; \$1.00 doz.**

ANTHONY B. KUNDERD—Large, intensely ruffled. Delicate cream, with a beautiful pink blush. A lovely, refined flower, resembling an orchid.....**35c each; \$3.50 doz.**

BYRON L. SMITH—A beautiful orchid like lavender pink. The blooms are large, wide open and exceptionally well placed. This is the peer of all the lavenders. Much in demand as a cut flower.....**25c each; \$2.50 doz.**

CRIMSON GLOW—A very wide open glowing crimson. The flowers are of fine form and exceedingly well placed on the spike. A vigorous grower and by far the best crimson**15c each; \$1.50 doz.**

CLAREMONT (Salbach)—Beautiful, clear, light yellow, shading to deep rich yellow in throat. Strong flower spike. Blooms well placed and many open at one time. A very fine yellow.....**75c each; \$7.50 doz.**

DIENER'S AMERICAN BEAUTY—Brilliant American Beauty color, with creamy yellow throat; one spike opening a large number of flowers at one time forms an immense bouquet of beauty; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high.
.....**25c each; \$2.50 doz.**

DAVID STARR JORDAN—Immense flame colored, with lighter speckled throat; flowers very open, like immense Amaryllis, with fine, wiry upright stems; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high.....**25c each; \$2.50 doz.**

EARLY SNOWFLAKE—A very tall lily-like flower of rich creamy white, delicately tinted and flaked rose, with a tinge of yellow in throat. Very stately.
.....**15c each; \$1.50 doz.**

E. J. SHAYLOR—Tall, very strong plant and large blooms. A beautiful, pure, deep rose-pink. Was awarded Certificate of Merit by Royal Horticultural Society of England, August 10, 1920. Very choice.....**15c each; \$1.50 doz.**

ELIZABETH TABOR—Early, light pink, with maroon blotch in throat. Tall, very early and many open at one time.....**25c each; \$2.50 doz.**

GLADIOLUS

- EVELYN KIRTLAND**—A large, wide-open flower of rose pink, shading to shell pink in center, with brilliant scarlet blotch on lower petals. Spikes long and graceful. One of the most beautiful pink varieties.....15c each; \$1.50 doz.
- FLORA**—Rich yellow, nearly a self color, except for a few tiny markings in throat. The large lily-like flowers are compactly placed on very strong flower spikes. A vigorous grower, fine for cutting.....10c each; \$1.00 doz.
- FRANK J. SYMMES**—Salmon-rose pink with red center, ruffled edges; flowers 4 inches in diameter, spikes 5 to 6 feet high. Should be in every collection.
.....15c each; \$1.50 doz.
- FREDA** (Salbach)—Very large, wide open geranium pink shading to La France pink center. Cream lip with faint carmine markings in throat. A vigorous grower. Mr. Chas. E. F. Gersdorff scored this variety at 95 points out of a possible 100 as an exhibition flower and 96 as a commercial flower.....25c each; \$2.50 doz.
- GIANT NYMPH**—A very large, tall variety of light rose pink, with creamy yellow throat. Vigorous grower35c each; \$3.50 doz.
- GOLD**—Without doubt the best clear, deep yellow grown. The stock is very scarce.
.....25c each; \$2.50 doz.
- GOLDEN MEASURE**—Large blossoms of rich golden yellow with no markings. Slightly ruffled. Strong growth with very large spike of bloom. One of the choicest yellows25c each; \$2.50 doz.
- GRETCHEN ZANG**—Large blooms of beautiful shade of soft pink blending into scarlet on lower lip10c each; \$1.00 doz.
- HALLEY**—Salmon pink, large open flowers. Tall, early bloomer. A very profitable market variety8c each; 75c doz.
- HERADA**—A beautiful large glistening mauve. The blooms are well placed on good straight spikes. By far the best in this color, and a very fine Gladiolus.
.....10c each; \$1.00 doz.
- INDIAN SUMMER**—A very large late variety. Light lavender rose pink on creamy white ground. Strong spikes with six to eight very massive ruffled flowers open at one time75c each; \$7.50 doz.
- IDAMAE** (Salbach)—Very large clean wide open ivory white. Lower petals overlaid pinard yellow with delicate Tyrian rose pencilings and throat markings. Very pleasing color combination. Vigorous growth.....\$1.00 each
- LORELEY**—Canary yellow overlaid with light lilac; ruby throat. Clean grower and heavy propagator. One of the best yellows ever introduced. Flowers 5 inches in diameter, spikes 5 feet tall.....35c each; \$3.50 doz.
- LOUISE**—Large well opened orchid-like flower. The color is an attractive bright blue lavender, with wine-colored blotch in throat. One of the finest lavenders.
.....15c each; \$1.50 doz.
- LE MARECHAL FOCH**—The largest flowering Gladioli under cultivation today of the shade of "America," only brighter with the earliness of "Halley"
.....10c each; \$1.00 doz.
- LLEWELLYN** (Salbach)—A seedling of Pink Lily but much taller and of a lighter shade of rose pink with soft cream throat. Heavily ruffled.....\$1.00 each
- MAIDEN'S BLUSH**—Unquestionably the finest dainty pink primulinus; the flowers are not extra large but they are closely and artificially set on long wiry stems, making it most effective and decorative for cutting. A profuse bloomer. An exquisite shade of blush pink, most effective in the garden.....10c each; \$1.00 doz.

GLADIOLUS

- MARGARET GLENDENNING** (Salbach)—A seedling of Rose Ash containing more rose pink than its stately parent. A very lovely flower to cut with Rose Ash or any of the rose pink gladioli.....**35c each; \$3.50 doz.**
- MARIE KUNDERD**—A beautifully ruffled pure white, with almost invisible soft pink line in center of lower petals. Awarded First Class Certificate of Merit by North Shore Horticultural Society, Manchester, Mass.....**50c each; \$5.00 doz.**
- MARIETTA**—Very large geranium pink with prominent velvety carmine blotch in throat. A very beautiful color combination.....**50c each; \$5.00 doz.**
- MAURICE FULD**—Large well expanded flowers of rich rose doree with a blotch of Tyrian rose on pure white throat. Very striking.....**\$2.00 each**
- MARY PICKFORD**—An extraordinary flower and spike of most delicate creamy-white. Throat finest soft sulphur-yellow. Stem and calix also white.....**15c each; \$1.50 doz.**
- MRS. DR. NORTON**—The color is delicate pink, shading to rose pink at tips of pointed petals. The lower petals are blotched sulphur yellow, outside of flower is rose. The beauty of this flower is in the soft harmonious blending of wonderful tints.**20c each; \$2.00 doz.**
- MRS. FRANK PENDLETON**—Flushed salmon pink with rich maroon blotch on lower petals. A beautiful stately bloom. The plant is a vigorous grower and the spikes long and graceful. One of the finest.....**8c each; 80c doz.**
- MRS. FREDERICK C. PETERS**—This wonderful stately new gladiolus was one of the outstanding features of our Test Gardens the past season. It is a beautiful shade of rose lilac with a soft crimson blotch, bordered white, on the lower petals. The blooms are slightly ruffled and many open at one time.....**35c each; \$3.50 doz.**
- MRS. JOHN S. WOOD**—One of the largest and tallest gladioli grown. Deep salmon pink shading to coral pink. Flaked scarlet with ruby dots in throat.....**\$1.50 each**
- MRS. WILLARD RICHARDSON**—Deep crimson, maroon center; large, flaring flowers; flowers 5 inches in diameter, spikes 4 to 5 feet high. An unexcelled red which does not fade**25c each; \$2.50 doz.**
- MR. MARK**—One of the new light blues, with a dark spot.....**15c each; \$1.50 doz.**
- MYRTLE**—Tender, delicate rose pink. Spike long and slender. Because of the beautiful shade of pink, this Gladiolus is very popular with florists.....**15c each; \$1.50 doz.**
- NANCY HANKS** (Salbach)—Very rich peach red to orange pink with prominent grenadine tongue. Wide open flowers much on the order of Alice Tiplady, but larger and of taller growth.....**75c each; \$7.50 doz.**
- ORANGE GLORY**—Kunderdii Glory type. Grand orange colored, with beautiful lighter throat. Very rich and striking color. Beautiful and distinct....**15c each; \$1.50 doz.**
- OSALIN** (Salbach)—A very lovely coral pink with soft orange markings in throat. Especially beautiful under artificial light.....**75c each**
- PURPLE GLORY**—The Giant of the Kunderdii Glory race, and of remarkable color. Deepest velvety maroon red, with almost black blotches, like burned into the petals. Beautifully ruffled. Extraordinary**35c each; \$3.50 doz.**
- PINK WONDER** (Kemp)—One of the largest and finest pink varieties ever introduced. It is a strong, vigorous grower with many massive flowers open at one time. The color is stippled pink edges over white ground, with a silvery sheen over the whole flower. The faint yellow shading at the base of the petals is overlaid with rose feathering. Very decorative, and a splendid Gladiolus for forcing.**20c each; \$2.00 doz.**

GLADIOLUS

PRINCE OF WALES—One of the finest Holland introductions. An improved Halley. Large clear grenadine pink with deeper throat markings. Excellent substance. Beautiful, early blooming and fine for cutting.....10c each; \$1.00 doz.

REAH (Salbach)—Rich mallow purple shading to mallow pink in center, deep velvety blotch almost black in throat. Large wide open blooms. A very striking novelty.75c each

RICHARD DIENER—Our fine large stock of this variety enables us to list it at such a great reduction we feel that the attention of our readers should be called to it. Richard Diener is a very large clear glowing La France pink with light flakings of geranium pink and soft orange tongue. The blooms are slightly ruffled and are beautifully set on splendid spikes. Eight to ten open at once. A truly wonderful gladiolus50c each; \$5.00 doz.

ROSE ASH—Ashes of roses, a color which has attracted the attention of everyone who has seen it. Flowers 5 inches in diameter, very strong spikes 5 to 6 feet high. Flowers well set on spike. This variety has a great future.....25c each; \$2.50 doz.

1910 ROSE—Very large flower, pure rose pink of extra fine shade. Narrow white line on lower petals. Exceptionally fine.....15c each; \$1.50 doz.

SCHWABEN—Deep cream yellow blotched in throat with amaranth on lemon yellow. Spike strong and branching. Many open at one time, well placed and of excellent substance10c each; \$1.00 doz.

SHEILA—A wonderful new rich salmon. The blooms are large and very graceful. This flower was much admired by our visitors.....15c each; \$1.50 doz.

SIDNEY PLUMMER (Salbach)—Beautiful soft yellow, suffused delicate pink. Rich amber lip, amaranth purple tongue. An exquisite color combination. Blooms large, well placed, and slightly ruffled. Many open at one time. A very fine yellow. Rated by Mr. Chas. E. F. Gersdorff at 95, both as a commercial and exhibition flower35c each; \$3.50 doz.

SUPERBA—This gladiolus called forth more exclamations of admiration than any other variety in our Test Garden. The color is a rich glowing scarlet bordering on carmine. The blooms are large, wide open and very showy.....50c each; \$5.00 doz.

VIRGINIA—A beautiful soft raspberry red, shading to begonia rose in throat. Large wide open flowers well placed on spike. A very charming self color gladiolus.15c each; \$1.50 doz.

WHITE GIANT—The largest pure white in existence. The plant makes a sturdy growth and the spikes are long and well filled with many waxlike blooms open at one time25c each; \$2.50 doz.

WHITE WONDER—Very large white, with faint lavender tints. Fine wide open blooms well placed on long spikes. The plant is a sturdy grower.....25c each; \$2.50 doz.

Choice Gladiolus Mixture

I am offering this year a very choice mixture of Gladiolus made up of Kunderd, Colemans, Salbachs, Kemps and other fine growers (all named varieties, not seedlings), particularly adapted for bedding. One hundred of them will give you a wonderful display of color and bloom for the entire summer.

75c per doz.; 50 for \$3.00; 100 for \$5.00

DAHLIA SOCIETY OF CALIFORNIA

GOLD MEDAL



Awarded to

J. L. CALLAGHAN

For Best Display of

CALIFORNIA DAHLIAS

At Dahlia Show of the Alameda County Floral Society
Hotel Oakland, August 29 and 30, 1925.

